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PRESS RELEASE

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George R. Brown to Host Girl Scouts Convention Downtown convention center chosen for 2011 national council

Houston has been chosen as the host city for the National Council of Girl Scouts of the USA's national convention in 2011, officials with the George R. Brown Convention Center (GRB) and the Scouting organization have announced.

The Girl Scouts' board of directors recommended the group convene at the GRB. The verbal commitment is contingent upon both parties signing a contract, which is expected to take place later this year.

The Girl Scouts are expected to occupy all five ground-floor exhibit halls and more than 100 meeting rooms at the George R. Brown Nov. 7-14, 2011.

"To book a group as beloved as the Girl Scouts is a big feather in Houston's cap," said Art Zehnder, sales director for the GRB. "Obviously, the Girl Scouts is a huge organization with a lot of operational requirements. It speaks well for the George R. Brown and our partners to meet those needs and merit the Girl Scouts' confidence."

The Girl Scouts' national convention is held every three years. The 2008 convention will be held Oct. 30 – Nov. 3 in Indianapolis.

Zehnder said anticipated attendance for the 2011 convention is 13,000 adults and girls age 14 and up. The event is expected to generate 12,000 total room nights with an estimated economic impact of \$12.6 million, according to calculations by the Greater Houston Convention and Visitors Bureau.

"They will bring a lot of visitors – and visibility – to our city. Hopefully, they'll bring a



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lot of cookies with them, too.”

National conventions determine the general lines of policy for the Girl Scouts. Each area council is eligible to send delegates to the convention. Houston’s San Jacinto Council is generally allowed to send about 30 delegates.

“The process of bringing this national convention to Houston took more than one year to pull together and two very creative site visits,” Zehnder said. “The local San Jacinto Girl Scouts Council was also instrumental in bringing the national show here.”

Today marks the 96th anniversary of the founding of the organization’s first 18 Girl Scouts in Savannah, Georgia.

To celebrate the birthday, the GRB sponsored a Girl Scout cookie break for conventioners today.

The George R. Brown ranks among the 10 largest convention centers in America with nearly 1.2 million square feet of exhibition, meeting and registration space. It is connected to the 1,200-room Hilton Americas-Houston hotel with a doubledeck pedestrian sky bridge and is directly across the street from the new 12-acre Discovery Green Park. In 2007, the George R. Brown marked its 20th year of operations. For more information, please call 800/427-4697 or visit www.houstonconventionctr.com.

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